



# Strategic Communication & Negotiation Skills to Win More Contracts & Build Relationships

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# After 30 years...

- Improv training and performance
- Teaching public speaking at the university level
- Teaching to audiences in 100+ countries
- Coaching international paid public speakers
- Contract negotiation, drafting, and litigation



# You Will Learn:

- The winning strategy behind business communication
- Writing so people respond; speaking so people will listen
- The one indispensable rule to successful negotiation
- Passive aggression as an art form

# *Foundation*









# STRANGER THINGS





- Character
- Contact
- Clarity
- Consistency

# Character



- Communicate your core values
- Teach what you tolerate
- Find your people

# Character

Termination. We may terminate this contract if:


- a. You breach of any term of this Agreement;
- b. You use discriminatory or hate speech; or
- c. You act in a way at odds with our core values.

# Contact

- Manage Expectations
- Control the Narrative
- Create a Record



# Clarity



Write so you  
can't possibly be  
misunderstood.

# Clarity

## Rules

- Avoid passive voice
- Respect the objective reader
- Assume everyone gets amnesia

## Examples

- When is payment due?
- What costs extra?
- What does “completed” mean?
- Is it agreed in writing?

# Consistency

- Establishing a Course of Dealing
- The Reality of “What’s the status?”
- The alternative is a company-killer



# *Tactical Considerations*





# Communication Goals

- Build a relationship
- Get paid
- Avoid claims
- Establish goodwill



# The Success Question

What would continue to make your decision to maintain this relationship the best decision you've made in the past 5 years?

# The(ir) Success Question

What would continue to make **their** decision to maintain this relationship the best decision **they've** made in the past 5 years?

# Regret



***“What would make me so regret entering into this agreement that I would pay my lawyer just about anything to get me out of it?”***

# Escape



***“What are you going to do about it?”***

# *Rules*





# RULE #1

Make it easy for people to do  
what you want them to do.



## RULE #2

Don't write so you can  
be understood; write so  
you can't possibly be  
misunderstood.

“We will meet at 2:00  
tomorrow.”

## RULE #3

For every regret, there's  
an escape.

# *Your Agreements*



# EMPLOYMENT AGREEMENT



- Set expectations
- Define success
- Fire first

# EXIT STRATEGY: I CAN TERMINATE IF...

- Your customer satisfaction rating falls below 92%
- You lose the McCormick account
- You're consistently over budget
- You're consistently behind schedule



# EMPLOYMENT AGREEMENT: Success

- If you could eventually do X
- If you could take this off my plate
- If you could...



# THE *WORST* THING ABOUT OUR CUSTOMERS...

?



# CUSTOMERS/PROJECTS

## Fear



- They're a slow/late/never pay
- You can't stand working with them
- They have unreasonable expectations
- The job is a money-pit

# EXIT STRATEGY

- Immediate termination if...
- Significant upcharge if...
- Ability to order their rep. off the job



# CUSTOMERS/PROJECTS: Success



- Testimonials
- Introductions
- Marketing materials
- Future work

# THE *WORST* THING ABOUT OUR CONTRACTS...

?



- They don't provide us with flexibility
- We can't fire clients when we have to
- Collection problems
- They don't limit our liability
- They make it harder to business with us
- They're confusing
- Our clients hate them
- Our people don't understand them

# TAKE A LOOK

- Is the wording too complicated for a **7<sup>th</sup> grader**?
- Do people have to **search** to find the terms that are important to them?
- Do you include legalese for risks that will **never** happen?
- Do you ask for **three** signatures when only one should do?
- Do your contracts reflect your **company's personality**?



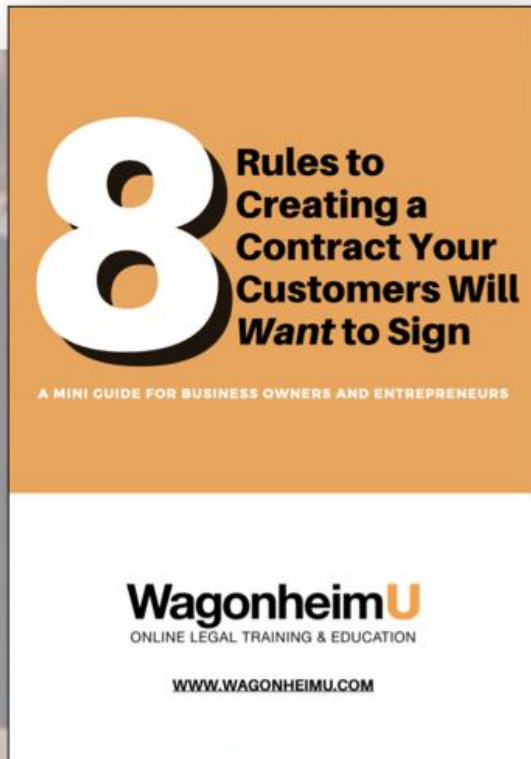
# The Magnificent Seven



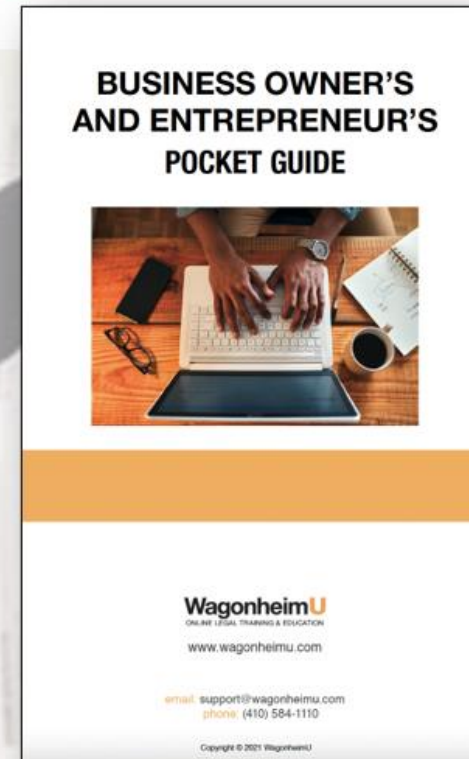
1. Build in your escape hatches
2. Write so you can't be misunderstood
3. Make it easy for your clients to hire you
4. Make your Success conversations as detailed as those involving failure
5. Show Your Character
6. Be Consistent
7. Stay in Contact

# Free Resources

[wagonheimu.com/contractguide](https://wagonheimu.com/contractguide)



[wagonheimu.com/BOPG](https://wagonheimu.com/BOPG)



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# WagonheimU

ONLINE LEGAL TRAINING & EDUCATION

# THANK YOU!

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